

Message Text

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ACTION EB-08

INFO OCT-01 ARA-10 ISO-00 COME-00 USIA-15 AGRE-00 /034 W
-----151714Z 049922 /45

P 151400Z FEB 77
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC PRIORITY 6602

UNCLAS SECTION 1 OF 2 CARACAS 1580

E.O. 11652: N/A
TAGS: BEXP, AFSP
SUBJECT: FY-1978 CCP - VENEZUELA

REF: (A) 76 STATE 292385 (B) 76 A-5960

1. POST SUBMISSION FOR SECTION II REF. (B) AS FOLLOWS:

PERSONNEL RESOURCES LIST AS OF 11 FEBRUARY 1977

NAME	RANK	TITLE
FOREIGN SERVICE OFFICERS		
JOHN L. MILLS	FSO-2	ECONOMIC/COMMERCIAL COUNSELOR
H. DARWIN SWETT	FSO-3	COMMERCIAL ATTACHE (INCUMBENT TO BE TRANSFERRED PRIOR FY-1978).
JOHN D. PERKINS	FSO-3	HEAD OF COMMERCIAL TASK FORCE
ROBERT E. MORLEY	FSO-3	FINANCIAL OFFICER
ROBERT H.		
KNICKMEYER	FSO-4	PETROLEUM OFFICER
DONALD MCNALLY	FSO-5	TASK FORCE OFFICER
DAN A. WILSON	FSO-5	ASSISTANT COMMERCIAL ATTACHE
DIANA M. MONTGOMERY	FSO-6	TASK FORCE OFFICER (INCUMBENT TO BE TRANSFERRED PRIOR FY-1978)
KEARNEY BENNETT	FSO-7	ECONOMIC OFFICER
MICHAEL LEU	FSO-8	COMMERCIAL OFFICER

FOREIGN SERVICE STAFF

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ANNA MARIA	FSS-8	SECRETARY
BUSTAMANTE		
SUSAN MCBANE	FSS-8	SECRETARY

FOREIGN SERVICE LOCALS

HANS J. MUELLER FSL-11/5 ECONOMIST - COMMERCIAL SECTION

JORGE FRANZ FSL-9/4 ECONOMIC/COMMERCIAL SPECIALIST I
JULIETA OTTO FSL-9/4 ECONOMIC/COMMERCIAL SPECIALIST I
ALINE HERNANDEZ FSL-8/4 ECONOMIC/COMMERCIAL SPECIALIST II
ANITA CROMBIE FSL-8/3 ECONOMIC/COMMERCIAL SPECIALIST II
MANUEL ALONSO FSL/7/3 ECONOMIC/COMMERCIAL TECH. I
ELICIA URIBE FSL-7/6 ADMINISTRATIVE SECRETARY -
 COMMERCIAL SECTION
MARISOL CARRERAS FSL-6/2 BILINGUAL SECRETARY II
 COMMERCIAL SECTION
MILTON CHAVES FSL-9/5 COMMERCIAL SPECIALIST I -
 TASK FORCE
JULIETA PARADES FSL-7/6 ADMINISTRATIVE SECRETARY -TASK FORCE
TOTAL PERSON/DAYS AVAILABLE 4840
WORK YEAR 220 DAYS AS IN FY 77 CCP

OTHER EMBASSY OFFICERS

MILGROUP COMMANDER
PUBLIC AFFAIRS OFFICER
USIS MEDIA OFFICER
AGRICULTURAL ATTACHE

2. POST SUGGESTIONS FOR SECTION III FY-1978 CAMPAIGNS AS FOLLOWS:

CAMPAIGN NO. 1 - MAXIMIZE U.S. SALES OF CAPITAL GOODS TO THE
PRIVATE SECTOR PRIORITY NO. 1.

A. OBJECTIVE AND RATIONALE

THIS CAMPAIGN AIMS AT THAT BUYING UNIVERSE IN VENEZUELA MOST
SUSCEPTIBLE OF BEING REACHED BY PROMOTIONAL ACTIVITY (EXHIBITS,
TRADE MISSIONS, FIELD TRIPS ARRANGED IN COLLABORATION WITH
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REGIONAL DEVELOPMENT INSTITUTIONS AND TRADE ASSOCIATIONS), AND
WHERE EMBASSY EFFORT CAN DIRECTLY RESULT IN INCREMENTAL SALES,
THE PRIVATE SECTOR. THIS "TRADE OPPORTUNITY" APPROACH CONTRASTS
WITH THE ESSENTIALLY "MAJOR PROJECTS" CAST OF THE TRANSPORTATION
AND HEAVY INDUSTRIES CAMPAIGNS WHERE THE END-USERS ARE GOVERNMENT
MINISTRIES AND STATE-OWNED CORPORATIONS.

METALWORKING EQUIPMENT - IS THE TOP-RANKED "BEST PROSPECT"
WITH US EXPORTS TO VENEZUELA OF \$36.8 M IN 1975. TOTAL
CONSUMPTION IS EXPECTED TO REACH \$173 M IN 1978 AS THERE WILL
BE A RAPID GROWTH OF SMALL-MEDIUM PRIVATE PROJECTS
PERIPHERAL TO THE BASIC STEEL AND ALUMINUM PROJECTS AND AS
LOCAL CONTENT REQUIREMENTS IN THE AUTO INDUSTRY ARE ENFORCED.

AGRICULTURAL EQUIPMENT - IS THE THIRD-RANKED "BEST PROSPECT"
WITH US EXPORTS MORE THAN DOUBLING EACH YEAR FROM 1973 TO
1975, REACHING \$42 M IN THE LATTER YEAR. 1978 CONSUMPTION
IS PROJECTED AT \$180 M. LIKEWISE, US EXPORTS OF FOOD
PROCESSING AND PACKAGING EQUIPMENT ARE INCREASING (\$11.3 M
IN 1973; \$28.8 M IN 1975) AND TOTAL CONSUMPTION (MOSTLY
IMPORTS) WILL REACH \$90 BY 1978. GIVEN THE NEAR-CRISIS

SITUATION OF VENEZUELAN AGRICULTURE, RECENT HEAVY DEPENDENCE ON FOOD IMPORTS, AND THE POLITICAL SENSITIVITY OF FOOD PRICES IN AN ELECTION YEAR, THE GOV IS EXPECTED TO DEDICATE CONSIDERABLE ATTENTION TO THE AGRICULTURE AND FOOD PROCESSING SECTORS. THE PLASTICS INDUSTRY IN VENEZUELA IS FRAGMENTED

AMONG MANY SMALL PRODUCERS. TOTAL IMPORTS OF PLASTICS, RUBBER AND CHEMICAL PRODUCTION EQUIPMENT FROM THE US TOTALLED \$12.1 MILLION IN 1975; THAT OF PROCESS CONTROL INSTRUMENTATION \$14.1 M (FIFTH AND FOURTH RANKED BEST PROSPECTS, RESPECTIVELY).

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TO SECSTATE WASHDC PRIORITY 6603

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- THE LARGE STATE OWNED ENTERPRISE WILL INVEST HEAVILY IN CAPITAL GOODS FOR THE STEEL, ALUMINUM, AND PETROCHEMICAL INDUSTRIES; THE EMBASSY EFFORT TO MAXIMIZE SALES OF CONSULTING SERVICES AND EQUIPMENT WILL USE THE "MAJOR PROJECT" MECHANISM. PRIVATE SECTOR PROJECTS IN CONTRAST ARE MORE DIFFICULT TO FERRET OUT BUT NEVERTHELESS OFFER SUBSTANTIAL SALES OPPORTUNITIES. THE REGIONAL ECONOMIC DEVELOPMENT AGENCIES CORPORIENTE, FUNDATACHIRIA, ETC. CONCENTRATE ON FOSTERING FOOD PROCESSING AND OTHER SECONDARY INDUSTRIES, INDUSTRIAL PARKS, AND SO ON, AND WILL BE USED AS A CHANNEL OF ACCESS TO THE PRIVATE SECTOR IN THE HINTERLAND. THE OVERALL AIM OF THIS CAMPAIGN IS TO PROVIDE BETTER AND MORE TIMELY INTELLIGENCE TO U.S. EXPORTERS REGARDING LICENSING, INVESTMENT, PRODUCT, AND TRADE OPPORTUNITIES IN THE PRIVATE SECTOR. THIS PROGRAM WILL INCLUDE JOINT SPONSORSHIP BY THE EMBASSY AND THE CHAMBER, USIS AND AGATT PARTICIPATION, AND USE OF TOP, VSMF, TORS AND USIS TARGET INDUSTRY ACQUIRED FILMS, AS APPROPRIATE. FOR INSTANCE, FOOD PACKAGING AND PROCESSING PACKAGE WILL BE USED IN MARACAY AND CARABOBO, METALWORKIN IN VALENCIA, GUAYANA AND BARCELONA, PROCESS CONTROL INSTRUMENTATION IN ZULIA, AGRICULTURAL EQUIPMENT IN PORTUGUESA, LARA AND ZULIA, ETC.

THE GOAL WILL BE TO IMPROVE VISIBILITY OF THE COMMERCIAL

LIBRARY AND TRADE OPPORTUNITY PROGRAMS AND ENCOURAGE AGRO-INDUSTRIALISTS TO USE THESE FACILITIES WHEN THEY COME TO CARACAS. AS AVAILABLE, TEAMS WILL DISTRIBUTE PROMOTIONAL MATERIAL REGARDING EXHIBITIONS, TECHNICAL SALES SEMINARS AND TRADE MISSIONS.

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KEY PROSPECT CALLS WILL BE MADE IN SUPPORT OF THE 8/78 PRINTING AND GRAPHIC ARTS AND 9/78 PLASTICS PRODUCTION EQUIPMENT EXHIBITIONS. A REGULAR PROGRAM OF VISITS WILL BE SCHEDULED TO REGIONAL DEVELOPMENT INSTITUTIONS AND CHAMBERS OF COMMERCE, AGRICULTURE, AND INDUSTRY OUTSIDE OF CARACAS. PROGRAM MATERIAL WILL INCLUDE VSMF, TOP AND SELECTED TRADE INDUSTRY ACQUIRED FILM COLLECTION TITLES, PLUS COMMERCIAL LIBRARY MATERIAL TO ENCOURAGE INDUSTRIALISTS OUTSIDE CARACAS TO USE THE EMBASSY COMMERCIAL SERVICES AND IN ORDER TO GENERATE TRADE OPPORTUNITIES, ATTENDANCE AT EXHIBITIONS, ETC.

B. 1. MAKE 20 MULTIPURPOSE KEY PROSPECT CALLS IN SUPPORT OF PRINTING AND GRAPHIC ARTS EXHIBITION IN CARACAS AREA AND TO DETERMINE POSSIBLE JOINT VENTURE, TRADE AND LICENSING OPPORTUNITIES. THIRD QUARTER.

2. HELP ORGANIZE RECEPTION HOSTED BY AMBASSADOR FOR EXHIBITION OPENING. THIRD QUARTER.

3. MAKE 20 KEY PROSPECT CALLS IN SUPPORT OF PLASTICS PRODUCTION EXHIBITION IN CARACAS AREA. FOURTH QUARTER.

4. ORGANIZE AND CARRY OUT REGULAR PRESENTATIONS TO REGIONAL DEVELOPMENT INSTITUTIONS, CHAMBERS OF COMMERCE AND INDUSTRY, AND AGRICULTURAL ORGANIZATIONS OUTSIDE OF CARACAS. TWICE QUARTERLY DEPENDING ON AVAILABILITY OF FILM PACKAGE.

6. GENERATE 10 INCREMENTAL TRADE OPPORTUNITIES. QUARTERLY.

7. ORGANIZE FOREIGN BUYER GROUP TO ATTEND INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS, CHICAGO, FEBRUARY 1978. PROVIDE FSO ESCORT. SECOND QUARTER.

8. UPDATE EMBASSY INDEX OF PROSPECTIVE AGENTS/
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DISTRIBUTORS OF FOOD PROCESSING AND FARM EQUIPMENT.

FOURTH QUARTER.

9. IN COOPERATION WITH ASOQUIN AND AVIPLA, ORGANIZE
SPECIAL FOREIGN BUYER GROUP TO ATTEND 36TH EXPOSITION OF THE
CHEMICAL INDUSTRIES, CHICAGO, DECEMBER 1977. PROVIDE FSO
ESCORT. FIRST QUARTER.

1. MONITOR LAWS AND REGULATIONS RE TECHNOLOGY TRANSFER
AS THEY IMPACT US INVESTMENTS AND LICENSING IN THE CHEMICAL,
PLASTICS, FOOD PROCESSING INDUSTRIES AND REPORT AS REQUIRED.

OTHER CAMPAIGNS WILL FOLLOW IN SEPARATE TELEGRAMS.
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